

# VIA DEL MAR

## FAMILY & FARMWORKER FAMILY HOUSING

Watsonville, CA



Via del Mar is an excellent example of infill development combined with affordability and services. The property is located adjacent to the Transit Center in downtown Watsonville and is a key element of an overall downtown revitalization effort in this regional agricultural center.



While the local economy is dominated by agriculture, Watsonville's location in Santa Cruz County and proximity to affluent communities has pushed rents up to levels that are unaffordable to many who work in the fields and or have service jobs. Mindful of the rising demand for affordable housing, the City of Watsonville leased the Via del Mar site from the Santa Cruz Metropolitan Transit District and then sought out a partner to develop it. MidPen Housing Corp. stepped up to the challenge, to help meet the housing needs of this community. Of the 40 units, eight are designated for farmworker families.

Via del Mar includes a child care center (with preference for residents but also open to the community) which is operated by the Head Start Program. It is also located within easy walking distance of all that downtown Watsonville has to offer, including public transportation, shopping, social services, library, schools and other educational facilities and cultural venues.

|                            |  |            |                        |
|----------------------------|--|------------|------------------------|
| <b>Developer</b>           | MidPen Housing Corp.   |            |                        |
| <b>Property Management</b> | MidPen Property Management Corp.   |            |                        |
| <b>Development Type</b>    | New construction of apartments and townhomes   |            |                        |
| <b>Construction Type</b>   | Wood frame with composition shingle roofs  |            |                        |
| <b>Site Area:</b>          | .67 acres  |            |                        |
| <b>Density:</b>            | 61 units / acre  |            |                        |
| <b>Parking Ratio:</b>      | 1.55 : 1 – 62 spaces   |            |                        |
| <b>Development Profile</b> | <b>Type</b>  | <b>No.</b> | <b>Size Units (sf)</b> |
|                            | 1 BR   | 13         | 508 - 528              |
|                            | 2 BR   | 20         | 796 - 965              |
|                            | 3 BR   | 7          | 1038 - 1149            |
|                            | <b>TOTAL</b>   | <b>40</b>  |                        |
| <b>Amenities</b>           | Childcare center; community room; computer center; playground  |            |                        |
| <b>Services Offered</b>    | After school tutoring<br>Social programs<br>Local and community childcare<br>Computer training<br>Health and wellness programs<br>Connection to community resources  |            |                        |
| <b>Resident Profile</b>    | Families earning up to 60% of the Area Median Income   |            |                        |
| <b>Funders</b>             | <ul style="list-style-type: none"> <li>• CA Department of Housing &amp; Community Development (HOME/Serna/MHP)</li> <li>• City of Watsonville Redevelopment Agency</li> <li>• CalHFA</li> <li>• Santa Cruz Metropolitan Transit District</li> <li>• Alliant Capital (Tax Credit Investor)</li> </ul> |            |                        |
| <b>Architect</b>           | Pyatok Architects  |            |                        |
| <b>Contractor</b>          | L&D Construction Co., Inc.   |            |                        |

Via Del Mar | 124 W. Beach Street, Watsonville, CA 95076

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